30H x 24W

ADVERTISEMENT UNDER REGULATION 18(7) OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 FOR THE ATTENTION OF PUBLIC SHAREHOLDERS OF

Hindustan Unilever Limited

Registered Office: HINDUSTAN UNILEVER LIMITED, Unilever House, B. D. Sawant Marg, Chakala, Andheri East, Mumbai-400 099. Telephone: +91 22 39830000; Fax: +91 22 28249438

This Advertisement is being issued by HSBC Securities and Capital Markets (India) Private Limited (the **"Manager to the Open Offer"**) on behalf of Unilever PLC (**"Unilever PLC"** or the **"Acquirer"**) along with Unilever N.V. (as person acting in concert with the Acquirer and referred to as the "**PAC**"), pursuant to Regulation 18(7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011, as amended (the **"SEBI (SAST) Regulations, 2011"**), in respect of the Voluntary open offer (the **"Open Offer"**) for acquisition of 487,004,772 Shares representing 22.52% of the Voting Share Capital from the Shareholders of Hindustan Unilever Limited (the **"Target Company" or "HUL"**). The detailed public statement (the **"DPS"**) with respect to the Open Offer was published on Wednesday, 8 May 2013 in all editions of The Times of India, Navbharat Times, Maharashtra Times and the English and Guajarati editions of The Economic Times. The Letter of Offer dated 11 June 2013 has been dispatched to the Shareholders who hold Shares of the Target Company as on the Identified Date (the "**Letter of Offer**").

Capitalised terms used but not defined in this Advertisement shall have the meaning assigned to such terms in the Letter of Offer.

1. Offer Price: The price being offered under this Open Offer is INR 600 per Share (the "**Open Offer Price**"). The Open Offer Price will be paid in cash in accordance with Regulation 9(1)(a) of the SEBI (SAST) Regulations, 2011, and subject to the terms and conditions mentioned in the PA, the DPS and the Letter of Offer. There has been no revision of the Open Offer Price.
2. The recommendations of the committee of independent directors constituted by the Board of Directors of the Target Company (the "**IDC**") were published in the following newspapers on 19 June 2013:

Newspaper	Language	Editions
The Times of India	English	All editions
The Economic Times	English	All editions
The Economic Times	Gujarati	All editions
Navbharat Times	Hindi	All editions
Maharashtra Times	Marathi	Mumbai

The relevant extracts of the recommendations of the IDC in relation to the Open Offer, including the Open Offer Price are as follows:

a) Member of Committee of Independent Directors	Mr. Aditya Narayan (Chairperson of the Committee), Mr. S. Ramadorai, Dr. R.A. Mashelkar, Mr. O.P. Bhatt and Dr. Sanjiv Misra.
b) Recommendation on the Open Offer, as to whether the offer is fair and reasonable	IDC believes that the Open Offer is fair and reasonable
c) Summary of reasons for recommendation	i. This is a Voluntary Open Offer for acquisition of Equity Shares with the objective of consolidation of the Acquirer and PAC's holding in the Target Company. The shareholders of HUL have an option to either tender their shares in the Open Offer or remain invested. ii. The Offer Price is at a 29.5% premium to the volume weighted average market price of the Equity Shares for a period of 60 trading days immediately preceding the date of the public announcement of the Open Offer by the Acquirer, which is compliant with Regulation 8 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011. iii. The Offer Price is at a premium to the highest ever market price of the Equity Shares of face value of INR 1 each, up to the date of public announcement of the Open Offer. iv. After a review of the public announcement, detailed public statement, the draft Letter of Offer, and the aforesaid points, the IDC is of the opinion that the Offer Price of Rs. 600 per Equity Share is fair and reasonable.
d) Details of the Independent Advisor	Citigroup Global Markets India Private Limited Bakhtawar, 12th Floor, Nariman Point, Mumbai 400021

3. This Open Offer is not a competing offer in terms of Regulation 20 of the SEBI (SAST) Regulations, 2011.
4. No competing offer has been made.
5. The Letter of Offer was dispatched to the Shareholders of the Target Company, holding Shares in physical and / or dematerialised form as on the Identified Date (7 June 2013), by 14 June 2013.
6. Shareholders are required to refer to Section 7 of the Letter of Offer (Procedure for Acceptance and Settlement of the Open Offer) in relation to inter alia the procedure for tendering their Shares in the Open Offer and are required to adhere to and follow the procedure outlined therein.
7. Please note that the Letter of Offer along with the Form of Acceptance-cum- Acknowledgement is also available on the website of the Securities and Exchange Board of India ("**SEBI**") at http://www.sebi.gov.in/ and Shareholders can also apply by downloading such forms from SEBI's website.
8. Further, in case of non-receipt/non availability of the Form of Acceptance-cum Acknowledgement, Shareholders, or owners of Shares who have sent Shares to the Target Company for transfer, may send their application in writing to Karvy Computershare Private Limited (the "Registrar to the Open Offer") on plain paper, stating the name and addresses together with the information requested below so as to reach the Registrar to the Open Offer, on or before close of business hours on the date of Closure of the Tendering Period i.e. 4 July 2013.
   a. In the case of Shares held in physical form, such Shareholders are required to submit the number of Shares held, number of Shares tendered, distinctive numbers, folio numbers along with the documents to prove their title to such Shares such as broker note, succession certificate, original Share certificate / original letter of allotment and Share transfer deeds (one per folio), duly signed by such Shareholders (in case of joint holdings in the same order as per the specimen signatures lodged with the Target Company), and witnessed (if possible) by the notary public or a bank manager or the member of the stock exchange with membership number, as the case may be. Alternatively, such Shareholders, if they so desire, may apply on the Form of Acceptance-cum-Acknowledgement together with the information requested above. Such shareholders can obtain the Letter of Offer and the Form of Acceptance-cum-Acknowledgement from the Registrar to the Open Offer by making an application in writing to that effect or from the SEBI website (www.sebi.gov.in)
   b. In the case of Shares held in dematerialised form, such Shareholders are required to submit the number of Shares held, number of Shares tendered, Depository Participant (the "**DP**") name, DP ID, account number together with photocopy or counterfoil of the delivery instruction slip in "off-market" mode duly acknowledged by the DP for transferring the Shares in favour of "**KCPL ESCROW ACCOUNT HUL OPEN OFFER**" as per the details given in the table below:

Depository Participant Name	**Karvy Stock Broking Ltd.**
DP ID	**IN300394**
Client ID	**18610135**
Account Name	**KCPL ESCROW ACCOUNT HUL OPEN OFFER**
Depository	**National Securities Depository Ltd.**

Shareholders having their beneficiary account in Central Depository Services (India) Limited shall use the inter-depository delivery instruction slip for the purpose of crediting their shares in favor of the Depository Escrow Account with the National Securities Depository Limited. In case of non-receipt of the documents set out in paragraph 8(b) above, but receipt of the Shares in the Depository Escrow Account by the Registrar to the Open Offer, the Shareholder may be deemed to have accepted the Open Offer.

9. The Shares, Share certificates, transfer deed, Form of Acceptance-cum-Acknowledgement and/or other relevant documents **should not be sent** to the Acquirer, the PAC, the Target Company or the Manager to the Open Offer.
10. Shareholders can submit the Form of Acceptance-cum-Acknowledgement and / or other relevant documents to the Registrar to the Open Offer at the following collection centers. All of the centres of the Registrar to the Open Offer mentioned herein below will be open as follows: (Monday to Friday - 10:00 am to 4:00 pm and Saturday - 10:00 am to 1:00 pm). The centres will be closed on Sundays and public holidays. Following collection centers will accept the documents by hand delivery / registered post / courier as set out below, both in case of Shares in physical and dematerialised form:

No.	Collection Centre	Address	Contact Person	Tel. No., Fax No. and Email Id	Mode of delivery
1.	Chennai	Karvy Computershare Private Limited, Flat No F-11, 1st Floor Akshaya Plaza, No.108 Adhidhanar Salai Egmore, Chennai – 600 002	Mr. K. Gunasekhar	Tel. No.: +91 44 28587781 Fax No.: N.A. Email:chennaiirc@karvy.com	Hand Delivery
2.	Bengaluru	Karvy Computershare Private Limited, No. 54, Yadalamma, Heritage, Vani Vilas Road, Next to Butter Sponge Bakery, Basavana Gudi, Bengaluru 560 004	Mr. S. K. Sharma/ Mr. Mahadev	Tel. No.: +91 80 26621192 Fax No.: +91 80 26621169 Email:ircbangalore@karvy.com	Hand Delivery
3.	Mumbai – Fort	Karvy Computershare Private Limited, 24-B, Rajabahudur Mansion, Ground Floor, 6 Ambalal Doshi Marg, Behind BSE Limited, Fort Mumbai – 400 001	Ms. Nutan Shirke	Tel. No.: +91 22 66235412 / 27 Fax No.: +91 22 66331135 Email: ircfort@karvy.com nutan.shirke@karvy.com	Hand Delivery
4.	New Delhi	Karvy Computershare Private Limited, 305, New Delhi House, 27, Barakhamba Road, Connaught Place, New Delhi – 110001	Mr. Rakesh K. Jamwal / Vinod Singh Negi	Tel. No.: +91 11 43681700 / 1798 Fax No.: +91 11 41036370 Email: rakeshj@karvy.com jmathew@karvy.com	Hand Delivery
5.	Ahmedabad	Karvy Computershare Private Limited, 201-203, Shail, Opp. Madhusudhan House, Behind Girish Cold Drinks, Off C G Road, Ahmedabad – 380006	Mr.Aditya Gupta/ Robert Joeboy	Tel. No.: +91 79 66614772 / 26400527. Fax No.: N.A. Email: ahmedabad@karvy.com robert.joeboy@karvy.com	Hand Delivery
6.	Hyderabad	Karvy Computershare Private Limited, Plot No 17-24, Vithalrao Nagar, Madhapur, Hyderabad – 500081	Mr. Bhakta Singh	Tel. No.: +91 40 44655000 / 23420818 - 23 Fax No.: +91 40 23431551 Email: ircmadhapur@karvy.com	Hand Delivery / Registered Post
7.	Kolkatta	Karvy Computershare Private Limited, 49, Jatin Das Road, Near Deshpriya Park, Kolkata – 700029	Mr. Sujit Kundu/ Mr. Debnath	Tel. No.: +91 33 24644891 Fax No.: +91 33 24644866 Email: sujitkundu@karvy.com nilkanta@karvy.com	Hand Delivery
8.	Mumbai – Andheri	Karvy Computershare Private Limited 7, Andheri Industrial Estate, Off. Veera Desai Road, Andheri West, Mumbai 400053	Ms. Neelam	Tel No: 022-26730799 Fax No: N.A Email: neelam@karvy.com	Hand Delivery

11. In terms of Regulation 16(1) of the SEBI (SAST) Regulations, 2011, the draft Letter of Offer was submitted to SEBI on 15 May 2013. SEBI vide its letter bearing reference number CFD/DCR/OW/13864/2013, dated 10 June 2013 issued its comments on the Draft Letter of Offer in terms of Regulation 16(4) of SEBI (SAST) Regulations, 2011. These comments have been incorporated in the Letter of Offer.
12. There have been no material changes in relation to the Open Offer, since the date of the PA and the DPS.
13. As of the date of this Advertisement, to the best of the knowledge of the Acquirer and the PAC, there are no statutory approvals required by the Acquirer and / or the PAC to complete this Open Offer. However, in case of any statutory approvals being required by the Acquirer and / or the PAC at a later date before the Closure of the Tendering Period, the Open Offer shall be subject to all such approvals and the Acquirer and / or the PAC shall make the necessary applications for such approvals.
14. The Acquirer has filed an application with the RBI dated 21 May 2013 seeking its approval for acquisition of Shares in the Open Offer from NRI and OCB Shareholders, as may be required, under the FEMA and the regulations thereunder. Notwithstanding the RBI approval sought by the Acquirer, NRI and OCB Shareholders, if any, may also obtain all requisite approvals required to tender the Shares held by them pursuant to the Open Offer and submit such approvals along with the Form of Acceptance-cum-Acknowledgement and other documents required to accept this Open Offer. Further, if Shareholders who are not persons resident in India (including NRIs, OCBs and FIIs) had required any approval from the RBI or the FIPB or any other regulatory body in respect of the Shares held by them in the Target Company, they will be required to submit such previous approvals that they would have obtained for holding the Shares of the Target Company to tender Shares held by them pursuant to the Open Offer, along with the Form for Acceptance-cum Acknowledgement and other documents required to be tendered to accept this Open Offer. In the event such approvals are not submitted and on non-receipt of approval from RBI, the Acquirer and the PAC reserve the right to reject such Shares tendered in the Open Offer.
15. The Board of Directors of the Target Company has recommended a final dividend of INR 6 (Indian Rupees six only) per Share for the financial year ended 31 March 2013. Subject to approval of the final dividend at the Target Company's Annual General Meeting to be held on 26 July 2013 and other relevant approvals (if any), Shareholders who have tendered their Shares in the Open Offer will be entitled to receive the final dividend from the Target Company in respect of the Shares tendered by them.
16. Schedule of Activities

SCHEDULE OF MAJOR ACTIVITIES RELATING TO THE OPEN OFFER

ACTIVITY	DAY AND DATE
PA Date	Tuesday, 30 April 2013
DPS Date	Wednesday, 8 May 2013
Last date for public announcement of a competing open offer being made	Wednesday, 29 May 2013
Identified Date	Friday, 7 June 2013
Last date by which the Letter of Offer will be dispatched to the Shareholders	Friday, 14 June 2013
Last date for upward revision of Open Offer Price	Tuesday, 18 June 2013
Last date by which an independent committee of the board of directors of the Target Company shall give its recommendation	Wednesday, 19 June 2013
Issue opening advertisement to be published	Thursday, 20 June 2013
Date of commencement of tendering period	Friday, 21 June 2013
Date of expiry of tendering period	Thursday, 4 July 2013
Last date for communication of rejection / acceptance and payment of consideration for applications accepted / return of unaccepted Share certificates	Thursday, 18 July 2013

Issued by: the Manager to the Open Offer on behalf of the Acquirer and the PAC

HSBC

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Telephone: +91 22 2268 1703 / 1560, Fax: +91 22 2263 1984
Email: hulopenoffer@hsbc.co.in
Contact Person: Tanu Singh / Mayank Sharma
SEBI Registration Number: INM000010353

Place: Mumbai
Date : 20 June 2013